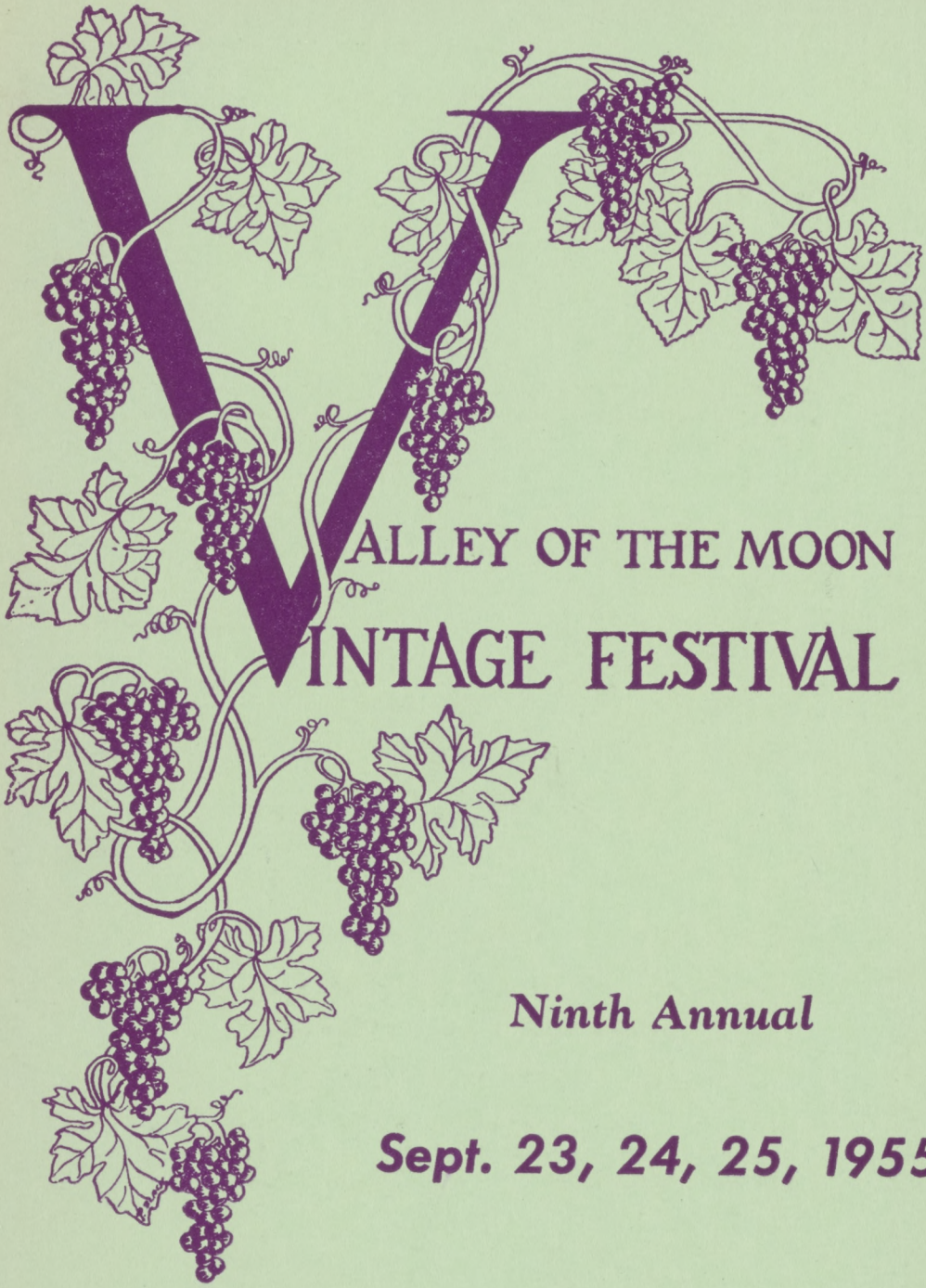


VALLEY OF THE MOON VINTAGE FESTIVAL

Ninth Annual

Sept. 23, 24, 25, 1955

SONOMA · CALIFORNIA ·

Price 15c

City of Paris

San Mateo San Francisco Vallejo

San Francisco's oldest department store
sends greetings to
Valley of the Moon
VINTAGE FESTIVAL

City of Paris extends to Sonoma residents a cordial invitation to visit its well-stocked cellars. Select from choicest wines and liquors in the world-famous

Since 1850
CITY PARIS
VERDIER CELLARS
FINE WINES AND SPIRITS

Paul Verdier
President

1955 Wine Awards

WON BY

Buena Vista Vineyards

THE HARASZTHY CELLARS

Oldest Stone Wine Cellars in the State

SONOMA, CALIFORNIA

GOLD MEDAL . . ZINFANDEL
Los Angeles County Fair
Also holds Medal from
California State Fair, 1954

SILVER MEDAL . . SYLVANER
Los Angeles County Fair
This wine has won three gold medals
and two silver medals in five
consecutive years

SILVER MEDAL . . TRAMINER
Los Angeles County Fair
Two Gold Medals and one Silver
Medal in three consecutive years

Other 1955 Awards
Zinfandel, California State Fair
White Riesling, Johannisberger,
Los Angeles County Fair
1951 Vintage Port, Los Angeles
County Fair

Forward

Welcome to the Ninth Annual Valley of the Moon Vintage Festival. Here in and around old Sonoma Plaza, the Community Center, and the local wineries you will find waiting for you fun, entertainment, interest and historical information.

Presented by the Board of Directors of the Valley of the Moon Vintage Festival Association, Inc., a non-profit organization, and assisted by many local organizations and individuals, the Festival is unique in California. Its purpose is to emphasize to valley dwellers and visitors the historical importance of the Valley and to stimulate interest in the preservation of its lovely old buildings and landmarks, and to give thanks at harvest time, when the produce of our fertile valley is in the larders of market and home; when the grapevines—reproduction of Old World cuttings which made Sonoma Valley the birthplace of California viticulture—are heavy, and the bright leaves provide the color and beauty to be found only in the Valley of the Moon.

The Board of Directors welcomes you and thanks all those whose time and energy have made the Festival possible.

MR. H. J. PHINNEY
President.

Booths on the Midway

Sobre Vista Riders
Snow Cones
Michael Mikita, President

Amity Society
Pie and Coffee
Eva Pimentel, President

Chamber of Commerce
Mrs. Lois McVeigh, Secty.

American Legion Auxiliary
Merchandise
Mrs. Francis

American Legion
Sonoma

Valley of the Moon Lions Club
John F. Notley E. A. Little

Native Daughters of the Golden West
Hot Tamales, Coffee, Soda Water
Geraldine E. Graves, President
Clare O'Grady

Rotary Club
L. Mugele, President

Sonoma Kiwanis Club
Merchandise
Howard Moser, President

Rainbow Girls Mothers' Club
Spanish Tacos - Lemonade - Checkstand
Mrs. T. F. Polidori

Veterans of Foreign Wars
Sonoma

Sons of Italy
Spaghetti
James Catino, President
Joseph Larbre Louis P. De Matei

Silhouettes
Mrs. Ernest A. Kurtzweil
524 4th Ave., San Francisco

Fraternal Order of Eagles
Merchandise
Worth J. Wallace, President

Good Places to Eat

SWISS HOTEL
Historical Landmark
Italian Dinners - Cocktails
Sonoma

BEAR FLAG TEA ROOM
(Edna Compagno)
Barracks Building 38 Spain St.
Sonoma : : Phone WE. 8-2175

EL DORADO HOTEL
Italian Dinners - Cocktails
Sonoma

ROZARIO'S
Modern Hotel - Dining Room
Cocktail Lounge
El Verano Ph. WE. 8-2992

THE VINEBURG INN
Famous Italian Dinners
Lunch - Dinner - Cocktails
Vineburg

J. and J. CAFE
"Open 24 Hours"
163 West Napa, Sonoma

PLAZA FOUNTAIN
Home Cooked Meals
Fountain Service
Sebastiani Theatre Bldg.
First Street East, Sonoma

DON'S FINE FOODS
Quality Foods at Reasonable Prices
262 West Napa St., Sonoma

Booths on the Midway
(Continued)

Garden Section
Sonoma Valley Women's Club
Cake and Coffee
Mrs. Fred Houser, Pres. Garden Section
Mrs. Howard Moser, President

St. Francis Fathers' Club
Hamburgers
Art Maffei

St. Francis Mothers' Club
Coffee and Cold Drinks
Mrs. Martin Cullinan
Mrs. John Riebli

Explorer Scouts
Ball Throw Dunking Tank

20-30 Club
Sonoma

Business and Professional Women
Sonoma

FIRESIDE LODGE
Valley's only open barbecue pit
Highway 12, ½ Mile West of Sonoma

SONOMA GROVE
The Finest Food and Drinks
Cocktail Lounge
Bill and Dot Morgantini
Highway 12

VERDIER'S RESORT
El Verano
Dining, Dancing & Cocktail Lounge
Swimming Pool

PAUL'S OLD RANCHERO
Swim and Dine
El Verano Drive, El Verano

Blanche's Restaurant
205 West Napa St., Sonoma

SONOMA MISSION INN
Dining - Cocktails
Boyes Hot Springs

Gus's 4 Corners Fountain
South Broadway, Sonoma

GREEN BAY TREE CAFE
May Thompson and Susie Weathers
Glen Ellen

Ninth Annual 1955

Valley of the Moon Vintage Festival

September 23, 24, 25

presented by

VALLEY OF THE MOON VINTAGE FESTIVAL ASSN.

1955 Officers

President.....HARRY L. PHINNEY
Vice President and Chairman Bd. of Dir.....E. L. RICHARDSON
Recording Secretary.....ELEANOR BALLANTYNE
Corresponding Secretary.....MAYTIE M. TODD
Treasurer.....U. H. SCHEIBLICH

BOARD OF DIRECTORS

Mr. Charles E. Williams
Mr. Herbert White
Mr. Willet Tryon
Mr. Frank Greengrass
Mr. Henri Maysonnave
Mrs. Marybeth Marshall
Mr. Robert Lynch
Mr. Gregory Jones
Mr. Charles Hughes
Mrs. Alice Lloyd Allen

FINANCE COMMITTEE

Mr. Harry Phinney
Mr. Ted Schieblich
Mr. Charles E. Williams

COMMITTEE CHAIRMEN

Art Exhibit.....Mrs. Ann Ruggles Scrimger
Children's Concessions.....Mrs. Ray B. Noyes
Children's Theatre.....Mrs. C. M. Peterson
Concessions.....Mr. E. L. Richardson
Costume Ball.....Mrs. Gladys Ferris
Music.....Mr. Owen Thomas
Opening Ceremonies.....Mr. Henri Maysonnave
Pageant.....Mrs. Charles Shegog
Parade.....Mr. L. Pellandini
Publicity.....Mrs. Jeanne Miller
Sound.....Mr. Gilbert Mathis
Whiskerino.....Mr. Chas. King
Windows.....Mrs. Marybeth Marshall

OFFICIAL HOSTS AND HOSTESSES

Mr. and Mrs. R. R. (Dal) Emparan
Mr. and Mrs. E. W. Coblentz
Mr. and Mrs. W. L. Murphy
Mr. and Mrs. Gregory Jones
Mr. and Mrs. Frank Bartholomew

Forward

Welcome to the Ninth Annual Valley of the Moon Vintage Festival. Here in and around old Sonoma Plaza, the Community Center, and the local wineries you will find waiting for you fun, entertainment, interest and historical information.

Presented by the Board of Directors of the Valley of the Moon Vintage Festival Association, Inc., a non-profit organization, and assisted by many local organizations and individuals, the Festival is unique in California. Its purpose is to emphasize to valley dwellers and visitors the historical importance of the Valley and to stimulate interest in the preservation of its lovely old buildings and landmarks, and to give thanks at harvest time, when the produce of our fertile valley is in the larders of market and home; when the grapevines—reproduction of Old World cuttings which made Sonoma Valley the birthplace of California viticulture—are heavy, and the bright leaves provide the color and beauty to be found only in the Valley of the Moon.

The Board of Directors welcomes you and thanks all those whose time and energy have made the Festival possible.

MR. H. J. PHINNEY
President.

Booths on the Midway

Sobre Vista Riders
Snow Cones
Michael Mikita, President

Amity Society
Pie and Coffee
Eva Pimentel, President

Chamber of Commerce
Mrs. Lois McVeigh, Secty.

American Legion Auxiliary
Merchandise
Mrs. Francis

American Legion
Sonoma

Valley of the Moon Lions Club
John F. Notley E. A. Little

Native Daughters of the Golden West
Hot Tamales, Coffee, Soda Water
Geraldine E. Graves, President
Clare O'Grady

Rotary Club
L. Mugele, President

Sonoma Kiwanis Club
Merchandise
Howard Moser, President

Rainbow Girls Mothers' Club
Spanish Tacos - Lemonade - Checkstand
Mrs. T. F. Polidori

Veterans of Foreign Wars
Sonoma

Sons of Italy
Spaghetti
James Catino, President
Joseph Larbre Louis P. De Matei

Silhouettes
Mrs. Ernest A. Kurtzweil
524 4th Ave., San Francisco

Fraternal Order of Eagles
Merchandise
Worth J. Wallace, President

Good Places to Eat

SWISS HOTEL
Historical Landmark
Italian Dinners - Cocktails
Sonoma

BEAR FLAG TEA ROOM
(Edna Compagno)
Barracks Building 38 Spain St.
Sonoma : : Phone WE. 8-2175

EL DORADO HOTEL
Italian Dinners - Cocktails
Sonoma

ROZARIO'S
Modern Hotel - Dining Room
Cocktail Lounge
El Verano Ph. WE. 8-2992

THE VINEBURG INN
Famous Italian Dinners
Lunch - Dinner - Cocktails
Vineburg

J. and J. CAFE
"Open 24 Hours"
163 West Napa, Sonoma

PLAZA FOUNTAIN
Home Cooked Meals
Fountain Service
Sebastiani Theatre Bldg.
First Street East, Sonoma

DON'S FINE FOODS
Quality Foods at Reasonable Prices
262 West Napa St., Sonoma

Booths on the Midway
(Continued)

Garden Section
Sonoma Valley Women's Club
Cake and Coffee
Mrs. Fred Houser, Pres. Garden Section
Mrs. Howard Moser, President

St. Francis Fathers' Club
Hamburgers
Art Maffei

St. Francis Mothers' Club
Coffee and Cold Drinks
Mrs. Martin Cullinan
Mrs. John Riebli

Explorer Scouts
Ball Throw Dunking Tank

20-30 Club
Sonoma

Business and Professional Women
Sonoma

FIRESIDE LODGE
Valley's only open barbecue pit
Highway 12, ½ Mile West of Sonoma

SONOMA GROVE
The Finest Food and Drinks
Cocktail Lounge
Bill and Dot Morgantini
Highway 12

VERDIER'S RESORT
El Verano
Dining, Dancing & Cocktail Lounge
Swimming Pool

PAUL'S OLD RANCHERO
Swim and Dine
El Verano Drive, El Verano

Blanche's Restaurant
205 West Napa St., Sonoma

SONOMA MISSION INN
Dining - Cocktails
Boyes Hot Springs

Gus's 4 Corners Fountain
South Broadway, Sonoma

GREEN BAY TREE CAFE
May Thompson and Susie Weathers
Glen Ellen

Ninth Annual 1955

Valley of the Moon Vintage Festival

September 23, 24, 25

presented by

VALLEY OF THE MOON VINTAGE FESTIVAL ASSN.

1955 Officers

President.....HARRY L. PHINNEY
Vice President and Chairman Bd. of Dir.....E. L. RICHARDSON
Recording Secretary.....ELEANOR BALLANTYNE
Corresponding Secretary.....MAYTIE M. TODD
Treasurer.....U. H. SCHEIBLICH

BOARD OF DIRECTORS

Mr. Charles E. Williams
Mr. Herbert White
Mr. Willet Tryon
Mr. Frank Greengrass
Mr. Henri Maysonnave
Mrs. Marybeth Marshall
Mr. Robert Lynch
Mr. Gregory Jones
Mr. Charles Hughes
Mrs. Alice Lloyd Allen

FINANCE COMMITTEE

Mr. Harry Phinney — Mr. Ted Schieblich — Mr. Charles E. Williams

COMMITTEE CHAIRMEN

Art Exhibit.....Mrs. Ann Ruggles Scrimger
Children's Concessions.....Mrs. Ray B. Noyes
Children's Theatre.....Mrs. C. M. Peterson
Concessions.....Mr. E. L. Richardson
Costume Ball.....Mrs. Gladys Ferris
Music.....Mr. Owen Thomas
Opening Ceremonies.....Mr. Henri Maysonnave
Pageant.....Mrs. Charles Shegog
Parade.....Mr. L. Pellandini
Publicity.....Mrs. Jeanne Miller
Sound.....Mr. Gilbert Mathis
Whiskerino.....Mr. Chas. King
Windows.....Mrs. Marybeth Marshall

OFFICIAL HOSTS AND HOSTESSES

Mr. and Mrs. R. R. (Dal) Emparan
Mr. and Mrs. E. W. Coblentz
Mr. and Mrs. W. L. Murphy
Mr. and Mrs. Gregory Jones
Mr. and Mrs. Frank Bartholomew

PROGRAM NOTES
(Continued)

local nurserymen will exhibit. Rock wall furnished by Valley Landscape Supplies, Agua Caliente.

Stage Coach Days At the Blue Wing Inn

(Plaza Open Air Theatre)

Presented by the Sonoma Community Center Choral Group, this new Festival feature will have a theme in keeping with the days of Spanish influence. Owen Thomas is director of the group. Organist will be Mrs. Arthur Oberle. On the musical committee are Dan Ruggles, Evelyn Gregory, Lawrence Dunbar and Peggy Dunbar. Ernest Ashworth is presidient of the Choral group.

Junior Gymkhana

(Little League Ball Park)

This newest of Festival events is certain to please young and old alike—especially lovers of horseflesh and youngsters. Children 16 or under compete in a series of events, vying for points and prizes. The six events are Musical Chairs, Boot Race, Run, Ride and Lead, Trail Horse Class, Pole Bending and Relay Race. Participants are: Sonoma Valley Junior Riders (including Sobre Vista Junior Riders and others), Petaluma Junior Riders and Vallejo Junior Riders. Announcer will be Al St. John, Ringmaster, Leo McKenzie; Field Supervisor, George Stephens; and Official Timer, Marion Zimmerman.

Whiskerino Contest

A large response to the Whiskerino contest was received this year. Over fifty hirsute adornments are scheduled to be judged, and the winners presented with prizes (and what prizes!). You'll see these boys in the Bear Flag scene in the Festival Pageant, too. Chuck King is chairman, ably assisted by C. H. Gibson, Jr.

HANNS J. KORNELL
Producer
"Third Generation"
CHAMPAGNE
Welcomes you to the
Sonoma Vintage Festival
Hanns Kornell Cellars
5TH STREET WEST, SONOMA

COMPLIMENTS
of
Napa Milling
and
Warehouse Co.
Napa and First Street West
Sonoma

COMPLIMENTS

GLEN ELLEN
WINERY

Glen Ellen
California

COMPLIMENTS

F. MANCUSO
WINERY

In the Heart of the
Valley of the Moon

Makers of Fine Dry
Wine from the Finest
Type of Mountain-
Grown Grapes

Glen Ellen

PROGRAM NOTES
(Continued)

Sonoma Community Chorus

The Chorus is an institution of long standing in Sonoma, but under a different name. Since its re-organization, it has presented several concerts. Its objective is to bring good choral music to Sonoma. Following are its present members, but new members are always welcome:

Ensemble

Sopranos: Evelyn Gregory, Antonia Hansen, Ruth Harris, Patricia Miller, Mary Margaret Nightingale, Adelaide Sauerbrey, Myra Tyler, Dorothy Wassenaar, Jerry Graves, Joyce Siemers.

Altos: Peggy Dunbar, Evelyn Ashworth, Peggy Ray, Ruthmary Thomas, Marelene Quartucci, Betty Trout, Lael Skeffington, Mary Dutton, Margaret Bihn, Margaret Ness, Betty Scheiblich.

Tenors: Ernest Ashworth, Laurence Dunbar, William Bihn.

Basses: George Angove, Laurence Dickey, Gene Moretton, Daniel Ruggles, Henry Janssen.
Director: Owen Thomas.
June Bean, accompanist.

Valley of the Moon Swingers

The Valley of the Moon Swingers was organized in April 1948 by a group in this area who were interested in this new and fast growing pastime. Folk dancing was greatly assisted by the Adult Education Program and in various ways it attracted many other people to the folk dance movement. The membership was small at first, however, the club is very active now and is engaged in many activities. Membership in the club is open and new members are always welcomed and are helped in learning the dances.

Regular parties are hosted by the Swingers on the first Saturday of each month at the Veterans' Memorial Building. Many visitors and dancers from near and far are attracted by the informal gaiety at these parties.

Each year, the Swingers participate in the Vintage Festival Pageant and they also put on the annual Folk Dance Festival which is being held in the Plaza on Sunday afternoon. Evening dancing, ex-

PROGRAM NOTES

(Continued)

hibitions and American Squares will be at the Veterans' Memorial Building, starting at 7:30 p. m.

Virgil Morton from San Francisco will again be the instructor this year. He has done a wonderful job in preparing the Swingers for the Pageant dances. Classes will commence on Tuesday, October 4, 1955. Beginners—7:30 to 9 p. m. Intermediate and Advanced—9 to 10:30 p. m.

Officers of the organization are:

Wendell Schaal.....President
Cecil Ritz.....Vice President
Vivian Spencer.....Secretary
Antoinette Mazoue.....Treasurer

Masters of Ceremony

Jack Browning
Frank Bacher
George Gray
Jesse Johnston
Paul Jones
Louis Mugele
Wendell Schaal
Herbert Klassen

Square Dance Callers

Stan Valentine
Randy Randolph
Bill Clinton
Gary Kirschner
Charlie Bassett
Ursula Mooney

Exhibition Groups

The Alameda Island Turners—Herma Simpson, Director, Alameda, Calif.

Jr. Jeans and Janes Square Dancers—Bill Clinton, Director, Napa, Calif.

Sunnyside Folk Dancers—Tony Deal, Director, Vallejo, Calif.

Silverado Folk Dancers—James Burlison, Director, Napa, Calif.

Cayuga Twirlers—Frank Moore, Director, San Francisco, Calif.

Terpsichoreans—Grace Perryman, Director, San Francisco, Calif.

SONOMA GOLF and COUNTRY CLUB

For Golf
To Dine
To Swim
For Cocktails

Open to the Public

Breakfasts and Luncheons
in
THE CLOWN ROOM

Enjoy Dinner
in our
Beautiful
CHAMPAGNE ROOM

Compliments of

American Ambulance Co.

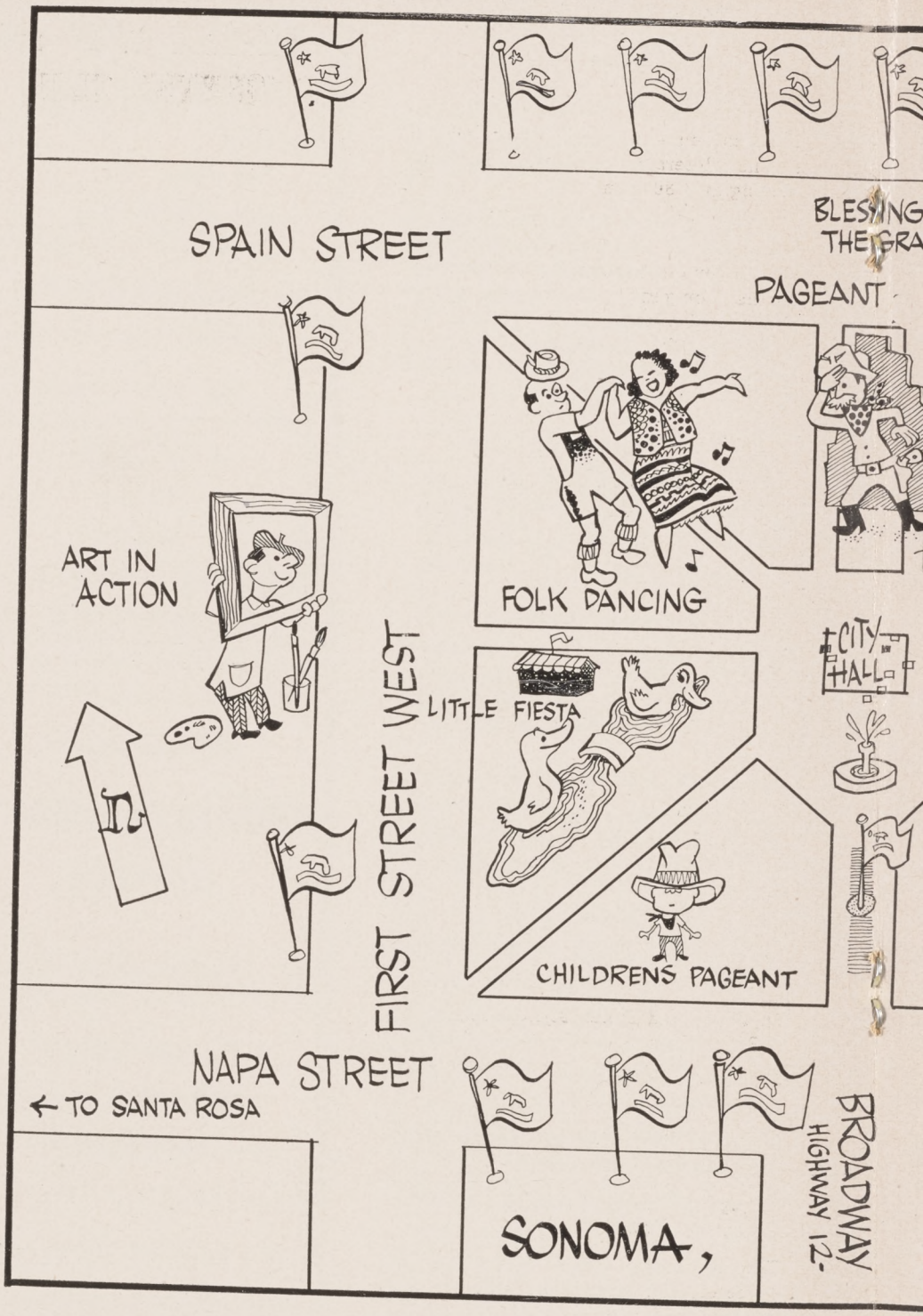
San Francisco

Compliments of

PIONEER FLAG COMPANY

Flags - Banners - Decorations

1671 Market St., San Francisco


SPAIN STREET
BLESSING
THE GRA
PAGEANT
ART IN
ACTION
FOLK DANCING
CITY
HALL
LITTLE FIESTA
FIRST STREET WEST
CHILDRENS PAGEANT
NAPA STREET
← TO SANTA ROSA
SONOMA,
BROADWAY
HIGHWAY 12

BLESSING OF
THE GRAPES
EANT
BEAR FLAG MONUMENT
OPEN AIR
THEATRE
VINTAGE
FESTIVAL
OFFICE
CITY
HALL
LIBRARY
ROSE
GARDEN
BOOTHS
FIRST STREET EAST
THIS WAY TO COMMUNITY
CENTER FLOWER SHOW
ART SHOW HISTORICAL SOCIETY
BROADWAY
CALIFORNIA
BY DOUG BUNDOCK

Program of the Sixth Annual Dance Festival

sponsored by

The Valley of the Moon Swingers

Box 831, Sonoma, California

SUNDAY AFTERNOON—PLAZA—1:00 p. m. to 5:00 p. m.

1. Oklahoma Mixer
2. Fascination Tango
3. Amanor Waltz
4. Zillertaler Laendler
5. To Tur
6. Scandinavian Polka
7. Gerakina
8. Brandiswalzer

Squares—Stan Valentine

9. Black Hawk Waltz
10. Mexican Schottis
11. Spinning Waltz
12. Marklander
13. Hambo
14. Russian Peasant Dance
15. St. Bernard Waltz
16. Ranchera

Squares—Gary Kirschner

17. Dutch Foursome
18. Missouri Waltz
19. Corrido
20. Shuddlebux

EXHIBITIONS

21. Skaters' Waltz
22. Misirlou
23. Hopak
24. Porque Tango

Squares—Randy Randolph

25. Cumberland Square
26. La Cucaracha
27. Burder Lustig
28. Blue Pacific Waltz
29. Mexican Waltz
30. Rio Rimba
31. Korobushka
32. Steiregger

Squares—Charlie Bassett

33. Road to the Isles
34. Rhungo
35. Tarentella Montevergine
36. Caballito Blanco
37. Meitschi Putz Di
38. Milanova Kolo
39. Eve Three Step
40. Square Tango

EVENING PROGRAM—Veterans' Memorial Building—7:30 p. m. to 10:30 p. m.

1. Roberts
2. To Tur
3. Cotton Eyed Joe
4. Lola Joaquinita
6. California Schottische
7. Brandiswalzer
8. Missouri Waltz
9. Oberek
10. Cattle Call Waltz

Squares—Bill Clinton

11. Russian Peasant Dance
12. Corrido
13. Blue Pacific Waltz
14. At the Inn
15. Makedonka Kolo
16. Scandinavian Polka
17. Hopak
18. Ranchera
19. Marklander
20. Schuplattler Quadrille

EXHIBITIONS

21. Square Tango
22. Amanor Waltz

Squares—Ursula Mooney

23. Senftenberger
24. Royal Empress Tango
25. Swedish Waltz
26. Shuddlebux
27. St. Bernard Waltz
28. Schuplattler Laendler
29. Boston Two Step
30. Dutch Foursome

PROGRAM NOTES

(Continued)

RUSSIAN DANCE AND GYPSY DANCE

Herbert Klassen	Ethel Shipnuck
Magrita Klassen	Dick Bailey
Wendell Schaal	Barbara Riebli
June Schaal	Cecil Ritz
Harley McDonald	Sandra Turner
Vivian Spencer	Buck Bailey
George Gray	Betty Bailey
Rochella Gray	Butch Bailey
Jack Browning	Jean Gallager
Mary Browning	Ida Nevin
Barney Shipnuck	Tom Nevin

SPANISH DANCES:

La Cachucha—Fandango Espana
(with castanets)

Herbert Klassen	Dick Bailey
Magrita Klassen	Barbara Riebli
Wendell Schaal	Cecil Ritz
June Schaal	Sandra Turner
Harley McDonald	Buck Bailey
Vivian Spencer	Betty Bailey
George Gray	Albert Ricci
Rochella Gray	Lucy Ricci
Jack Browning	Tom Nevin
Mary Browning	Ida Nevin

MEXICAN DANCE—Las Espuelas

Albert and Lucy Ricci

The Children's Parade

The Children's Parade on Sunday at noon is sponsored by Sonoma Parlor No. 111, Native Sons of the Golden West, with Louis Pellandini as chairman in charge of arrangements. Cash awards will be given for the best entry in several different categories. Others on the NSGW committee are Laurence Schuerman, Howard Orr, Herman Johnson, Bill Smircich, Joe Carbonaro and Don Pellandini.

Judges are Mrs. A. K. McGrath, Frank Pensar, Calvin Sassarini, Henri Maysonnave, Dr. Norma Tremaine and Dr. Pauline Longnecker.

PROGRAM WORKERS

The following committee workers contacted the merchants and other business houses sponsoring the program:

E. L. Richardson, Willet Tryon, Mrs. Charles Murray and Frank Greengrass.

C. E. MacDonald

Watchmaker and Jeweler

17 East Napa St., Sonoma

Compliments of . . .

Sonoma Plywood Co.

Manufacturers of

Douglas Fir Plywood

Sonoma, California

Kruger & McMahon

Attorneys at Law

52 E. Spain St.

Sonoma, Calif.

20th Century Market

On the Plaza

Open 7 Days a Week

8 a. m. to 9 p. m.

Willard French

TV and Radio Service

232 West Napa St., Sonoma, Calif.

Phone WE. 8-4242

After 6:30, WE. 8-2348

This Program Printed by . . .

Sonoma Index-Tribune

123 West Napa St.

Sonoma

Leo F. Schwartz
General Building Contractor
FINE HOMES
P. O. Box 115
El Verano, Calif.

C. E. McAdam
Realtor
526 Broadway, Sonoma
Phone WE. 8-4216

Mission Chapel
Mortuary
W. Napa St., Sonoma
James Bisso and Jack Bisso
Owners

Carl T. Allen
General Contractor
Sonoma
"There are none better than the homes we build"
Phone WE. 8-4487

Compliments of
King Ambulance
San Francisco

PROGRAM NOTES

(Continued)

The Pageant

The Old Mission will be the background for the 1955 pageant, given each evening at 8 p. m. It was especially written by Mrs. Celeste G. Murphy for the Pageant Players organized by Mrs. Charles Shegog this year, with the idea of making the Mission San Francisco Solano de Sonoma Pageant an annual production. Mrs. Shegog is a grand-niece of General Vallejo. Al St. John, director of the Pageant, is known throughout Northern California as a colorful showman, announcer and lover of California history. The Sonoma Community Chorus and Valley of the Moon Swingers provide the wonderful singing and dancing, and descendants of old Sonoma families and other local residents make up an all local cast.

Those taking part in the Pageant, in addition to the Chorus members and Swingers, are:

Julia Emparan, Virginia Gilcrest, Willene Griffin, Mary Beth Marshall, Angelina Grosso, Ethel Williams, Betty Perry, Diana Vaughn, Marsha Vaughn, Jill Schwaderer, Claudia Clerici, Nancy Harmon, Sue Shorrock, Margaret Riley, Leanne Johnson, Hillary Black, Grace Woll, Eileen Brown, Anita Cheney, Jerry Graves, Robin Finley, Dennis Ricci.

Ralph Hotz, Judge Newton Dal Poggetto, Louis Pellandini, R. R. (Dal) Emparan, John Gilcrest, Joe Baccaglio, Varney Griffin, Willit Tryon, James McDermott, Jack Bisso, Peter Kiser, Dick Griffin, C. W. Koehler, Bill Smircich, Michael Mikita, David Bruno and Bernard Davitto.

(Whiskerino contestants take part in the Bear Flag Party scene).

Cast of Leading Characters

Padre Jose Altimira.....Ralph Hotz
Ensign Sanchez.....Louis Pellandini
Padre Lorenzo Quijas, a Mexican Padre.....Joe Baccaglio
Mexican Maiden.....Betty Perry
General Mariano G. Vallejo.....R. R. (Dal) Emparan
Francisca Carillo Vallejo, his wife.....Julia Emparan
Vallejo's children.....Jill Schwaderer, Claudia Clerici, Dennis Ricci
Capt. Salvador Vallejo.....Varney Griffin
Mrs. Salvador Vallejo.....Willene Griffin
Chief, Solano, Vallejo's ally.....Judge Newton Dal Poggetto
Count Alexander Rotcheff.....Jack Bisso
Princess Helena, niece of the Czar.....Marybeth Marshall
Don Timeteo Murphy, major domo of San Rafael.....James McDermott
Mrs. Sears, a pioneer woman.....Jerry Graves
Pioneer Women.....Angelina Grosso, Ethel Williams
Bear Flag Makers Ben Dewell, Wm. Cowie, Wm. Lincoln Todd—and "Dirty" Matthews, a mail carrier.....Members Sonoma Parlor, NSGW
Lt. H. L. Ford of Bear Flag Party.....Peter Kiser
William Knight, Bear Flag spokesman.....William Smircich

Simmon's Drug Store
Sonoma

Tots "n" Teens
120 W. Napa St.
Sonoma

Valente's Pharmacy
Sonoma

Sprouse-Reitz, Inc.
Sonoma

Sonoma Coffee Shop
"Biggest Little Cafe in Sonoma"

Smalley's Chevron Service
Sonoma

Mission Radio, TV
9 East Napa St., Sonoma

Grace's Beauty Shop
Sonoma

Townsend's
Sonoma

Jerry Foster
Well Drilling

G. H. Hotz Dept. Store
Sonoma

Bertain's Napa Laundry and Dry Cleaners
Sheila Hill, Mgr.

Frank LaHaye Metal Works
140 East Napa St., Sonoma

Barr's Friendly Shoes
125 E. Napa St., Sonoma

J. Martini Cabinet Works
Sonoma

Sonoma Valley Cheese Factory and Frozen Storage
Sonoma

Hammond Lumber Company
Sonoma and Boyes Springs

Union Oil Service
Sonoma

Lee's Signal Service
Sonoma

CAST OF LEADING CHARACTERS (Continued)

Bear Flag Party Members	Whiskerino Contestants
Lt. Jos. Revere, U. S. Navy	Louis Pellandini
Mrs. Rosalie Vallejo Leese	Willene Griffin
Count Agoston Haraszthy	John Gilcrest
Mrs. Haraszthy	Virginia Gilcrest
Arpad Haraszthy	Willet Tryon
Attillo Haraszthy	Dick Griffin
Edna Haraszthy	Nancy Harmon
Natalia Vallejo	Eileen Brown
Jovita Vallejo	Anita Cheney
Chinese Vineyard Workers	Margaret Riley, Sue Shorrock, Robin Finley Deborah and Hillary Black
Rev. Father Deyaert	Joe Baccaglio
The Brides—Jovita and Natalia Vallejo	Eileen Brown and Anita Cheney
The Grooms—Attillo and Arpad Haraszthy	Willet Tryon and Dick Griffin
Attendants at Wedding	Mary Margaret Andrieux, flower girl; Master Harry Rhode, ring bearer; relatives, the Vaughn twins
Indian Dancers	The Grace Woll Group
Other Dancers	Valley of the Moon Swingers
Hat Dancers	Al and Lucy Ricci
Male Quartet	Sonoma Valley Community Chorus

(Original Pageant Script copyrighted 1955)

Sonoma Mill & Lumber Co.
Sonoma

Sonoma Paint Center
Sonoma

Ascherman's Food Market
Sonoma

Jay's Meats
Meats & Poultry
Ascherman's Market, Sonoma

Ed. Peterson
Plumbing and Heating
Sonoma

Nina and Sal Argento
Sonoma Furniture Mart
Sonoma

Larbre
Well Driller & Machine Equipment
El Verano

Lois' Dress Shop
Sonoma

Sonoma Plumbinlg and Heating Co.
552 Broadway, Sonoma

Albert T. Oerding
Contractor and Builder
Sonoma Tel. WE. 8-5736

Sonoma Florist & Gifts
"In the Valley of the Moon"
Sonoma

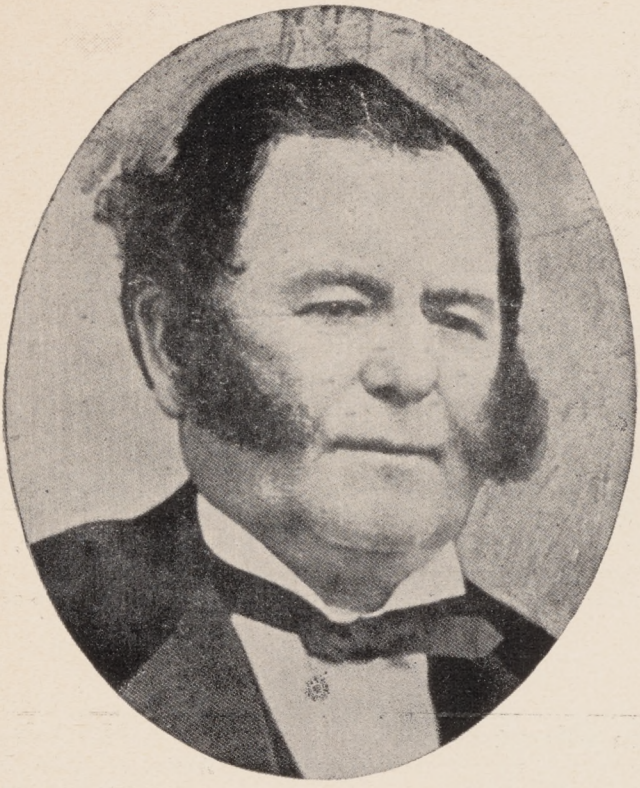
Richard O'Neil
Photographer
W. Napa St. Sonoma

Rubke's Service
Gas - Oil - Accessories
Four Corners

Sonoma Do-Nut Kitchen
and Fountain
Len and Lillian Nordmann

Sonoma Nursery
Ray Caouette
Four Corners

Founder of Sonoma



General Mariano Guadalupe Vallejo, acting on orders of Governor Jose Figueroa, six Mexican governor of California, founded the pueblo of Sonoma in 1835. The pueblo of Sonoma was begun near the Mission church and was built around a plaza in true Mexican style.

Pioneer French Bakery
Sonoma

Highway Garage
H. J. Norrbom

Sonoma Meat Co.
Plaza Market

Gus's 4 Corners Fountain
Smitty and Lillian

Buena Vista Grocery
B. Von Sydow

The Brass Bucket
Jeanne T. Miller

Holt Motors
GMC Sales and Service

Boccoli's Grocery
R. L. (Bob) Vann

Donald F. Canevari
Insurance

Joe Baccaglio
Real Estate - Insurance

Norrbom Ambulance Service
Tel. WE. 8-2821

State Farm Insurance
Chas. Deenihan

Half-Century Ago

Looking east on Napa street, from the corner of Broadway, about 1910. Sonoma Valley Bank on corner (now Bank of America). Other present day store locations are recognizable, even if the horses are not.

John Gilcrest

De Luxe Cigar Store
31 East Napa St.

Robinson Electric
Sonoma

Parkside
Jack Jenkins

Safeway Stores, Inc.
Best Place in Town to Shop

Harold's Shoe Store
519 Broadway, Sonoma

Arnold's Seaside Service
307 W. Napa St.

Bates and Evans
Funeral Directors

Bancroft's
Valley of the Moon Nursery

Joaquin's House of Flowers
599 Broadway, Sonoma

La Solana
Antiques - Gifts - Fancy Food
389 First St. East

City Limits Service
Signal Products

Lena's
Joe Powers

Blanche's Restaurant
W. Napa St., Sonoma

A & B Movers & Storage
Truck and Trailer Rentals
Phone WE. 8-4515

Plaza Barber Shop
486 First St. East

Vella's Cheese Factory
Sonoma

Greyhound Bus Lines
Mrs. Florence Von Arx

Adobe Drug
1st St. West, Sonoma

Cast of Leading Characters

Padre Jose Altimira.....Ralph Hotz
Ensign Sanchez.....Louis Pellandini
Padre Lorenzo Quijas, a Mexican Padre.....Joe Baccaglio
Mexican Maiden.....Betty Perry
General Mariano G. Vallejo.....R. R. (Dal) Emparan
Francisca Carillo Vallejo, his wife.....Julia Emparan
Vallejo's children.....Jill Schwaderer, Claudia Clerici, Dennis Ricci
Capt. Salvador Vallejo.....Varney Griffin
Mrs. Salvador Vallejo.....Willene Griffin
Chief, Solano, Vallejo's ally.....Judge Newton Dal Poggetto
Count Alexander Rotcheff.....Jack Bisso
Princess Helena, niece of the Czar.....Marybeth Marshall
Don Timeteo Murphy, major domo of San Rafael.....James McDermott
Mrs. Sears, a pioneer woman.....Jerry Graves
Pioneer Women.....Angelina Grosso, Ethel Williams
Bear Flag Makers Ben Dewell, Wm. Cowie, Wm. Lincoln Todd—and "Dirty" Matthews, a mail carrier.....Members Sonoma Parlor, NSGW
Lt. H. L. Ford of Bear Flag Party.....Peter Kiser
William Knight, Bear Flag spokesman.....William Smircich

Simmon's Drug Store
Sonoma

Tots "n" Teens
120 W. Napa St.
Sonoma

Valente's Pharmacy
Sonoma

Sprouse-Reitz, Inc.
Sonoma

Sonoma Coffee Shop
"Biggest Little Cafe in Sonoma"

Smalley's Chevron Service
Sonoma

Mission Radio, TV
9 East Napa St., Sonoma

Grace's Beauty Shop
Sonoma

Townsend's
Sonoma

Jerry Foster
Well Drilling

G. H. Hotz Dept. Store
Sonoma

Bertain's Napa Laundry and Dry Cleaners
Sheila Hill, Mgr.

Frank LaHaye Metal Works
140 East Napa St., Sonoma

Barr's Friendly Shoes
125 E. Napa St., Sonoma

J. Martini Cabinet Works
Sonoma

Sonoma Valley Cheese Factory and Frozen Storage
Sonoma

Hammond Lumber Company
Sonoma and Boyes Springs

Union Oil Service
Sonoma

Lee's Signal Service
Sonoma

CAST OF LEADING CHARACTERS (Continued)

Bear Flag Party Members	Whiskerino Contestants
Lt. Jos. Revere, U. S. Navy	Louis Pellandini
Mrs. Rosalie Vallejo Leese	Willene Griffin
Count Agoston Haraszthy	John Gilcrest
Mrs. Haraszthy	Virginia Gilcrest
Arpad Haraszthy	Willet Tryon
Attillo Haraszthy	Dick Griffin
Edna Haraszthy	Nancy Harmon
Natalia Vallejo	Eileen Brown
Jovita Vallejo	Anita Cheney
Chinese Vineyard Workers	Margaret Riley, Sue Shorrock, Robin Finley Deborah and Hillary Black
Rev. Father Deyaert	Joe Baccaglio
The Brides—Jovita and Natalia Vallejo	Eileen Brown and Anita Cheney
The Grooms—Attillo and Arpad Haraszthy	Willet Tryon and Dick Griffin
Attendants at Wedding	Mary Margaret Andrieux, flower girl; Master Harry Rhode, ring bearer; relatives, the Vaughn twins
Indian Dancers	The Grace Woll Group
Other Dancers	Valley of the Moon Swingers
Hat Dancers	Al and Lucy Ricci
Male Quartet	Sonoma Valley Community Chorus

(Original Pageant Script copyrighted 1955)

Sonoma Mill & Lumber Co.
Sonoma

Sonoma Paint Center
Sonoma

Ascherman's Food Market
Sonoma

Jay's Meats
Meats & Poultry
Ascherman's Market, Sonoma

Ed. Peterson
Plumbing and Heating
Sonoma

Nina and Sal Argento
Sonoma Furniture Mart
Sonoma

Larbre
Well Driller & Machine Equipment
El Verano

Lois' Dress Shop
Sonoma

Sonoma Plumbinlg and Heating Co.
552 Broadway, Sonoma

Albert T. Oerding
Contractor and Builder
Sonoma Tel. WE. 8-5736

Sonoma Florist & Gifts
"In the Valley of the Moon"
Sonoma

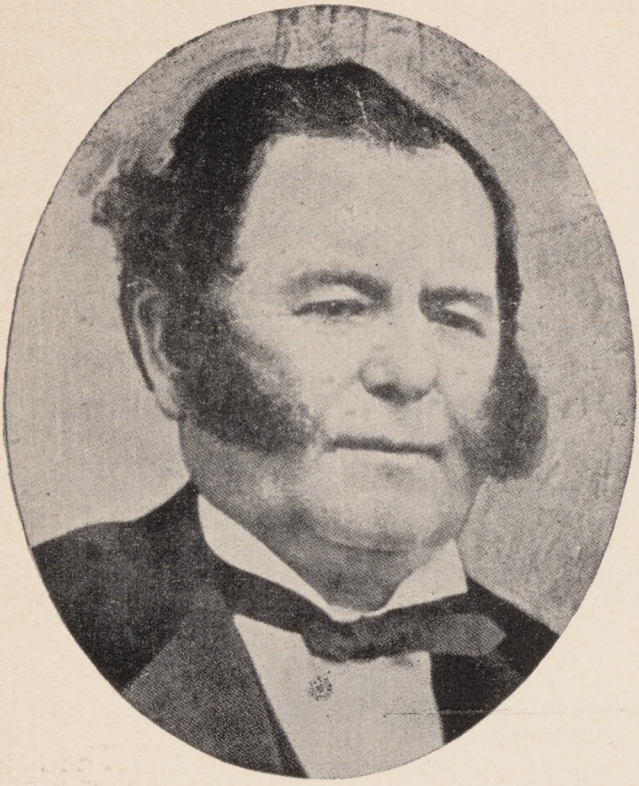
Richard O'Neil
Photographer
W. Napa St. Sonoma

Rubke's Service
Gas - Oil - Accessories
Four Corners

Sonoma Do-Nut Kitchen
and Fountain
Len and Lillian Nordmann

Sonoma Nursery
Ray Caouette
Four Corners

Founder of Sonoma



General Mariano Guadalupe Vallejo, acting on orders of Governor Jose Figueroa, six Mexican governor of California, founded the pueblo of Sonoma in 1835. The pueblo of Sonoma was begun near the Mission church and was built around a plaza in true Mexican style.

Pioneer French Bakery
Sonoma

Highway Garage
H. J. Norrbom

Sonoma Meat Co.
Plaza Market

Gus's 4 Corners Fountain
Smitty and Lillian

Buena Vista Grocery
B. Von Sydow

The Brass Bucket
Jeanne T. Miller

Holt Motors
GMC Sales and Service

Boccoli's Grocery
R. L. (Bob) Vann

Donald F. Canevari
Insurance

Joe Baccaglio
Real Estate - Insurance

Norrbom Ambulance Service
Tel. WE. 8-2821

State Farm Insurance
Chas. Deenihan

Half-Century Ago

Looking east on Napa street, from the corner of Broadway, about 1910. Sonoma Valley Bank on corner (now Bank of America). Other present day store locations are recognizable, even if the horses are not.

John Gilcrest

De Luxe Cigar Store
31 East Napa St.

Robinson Electric
Sonoma

Parkside
Jack Jenkins

Safeway Stores, Inc.
Best Place in Town to Shop

Harold's Shoe Store
519 Broadway, Sonoma

Arnold's Seaside Service
307 W. Napa St.

Bates and Evans
Funeral Directors

Bancroft's
Valley of the Moon Nursery

Joaquin's House of Flowers
599 Broadway, Sonoma

La Solana
Antiques - Gifts - Fancy Food
389 First St. East

City Limits Service
Signal Products

Lena's
Joe Powers

Blanche's Restaurant
W. Napa St., Sonoma

A & B Movers & Storage
Truck and Trailer Rentals
Phone WE. 8-4515

Plaza Barber Shop
486 First St. East

Vella's Cheese Factory
Sonoma

Greyhound Bus Lines
Mrs. Florence Von Arx

Adobe Drug
1st St. West, Sonoma

Thanksgiving

Once again the people of our Valley celebrate their Vintage Festival. Once again, as through the ages, the Grape has been used as a symbol of our life's abundance. Bread is the Staff of Life, our body's sustenance. Bread-and-Water are termed the bare necessities of existence. Bread-and-Wine, however, symbolize the Fuller Life ,the life of the Spirit—the ability only man, of all the animals, has been given that enables him to understand, appreciate and utilize the marvels of Creation. And to give thanks for them.

The Grape—Wine—has been a sacred symbol from pagan times—sealer of bonds, binder of oaths, pledge of king and peasant alike as solemn as his word. It knows no boundaries of time, place, custom or position. In its unique universality it is at once a Holy Sacrament and Everyman's reward for a day's labor well done.

To us in Sonoma today, the Grape is the symbol of our thanksgiving for the material and spiritual abundance of our life here in this verdant Valley, about which Luther Burbank once wrote, "I firmly believe from all I have seen that this is the chosen spot of all the Earth . . ."

It is the symbol of our thankfulness for our predecessors, the Laborers in the Vineyard, who recognized over a hundred years ago the wonderful possibilities of this Valley and who developed it as our heritage.

It is a symbol of the originators, founders and developers of the Vintage Festival idea, in whose footsteps we humbly follow, grateful for our opportunity to work with our Valley neighbors in the happy task of preparing for this Festival.

BOARD OF DIRECTORS
Valley of the Moon
Vintage Festival Association

Program Printed by Sonoma Index-Tribune — Cover Art Work by Polly Black

SS WINES

by Sebastiani

13 awards for excellence in 1955 judging at California State Fair and Los Angeles County Fair.

BONDED WINERY 876

Sonoma, California

VISITORS WELCOME

2021.3.21